

ABSTRACT

It is an object of the present invention to provide a display strip with which the process of attaching product-enclosed bags can easily be automated and from which the product-enclosed bags can easily be detached without having their appearance degraded.

The present invention is directed to a display strip for allowing a plurality of product-enclosed bags to be attached thereto for the purpose of arrangement and display, which comprises at least a substrate layer and a sealant layer that contains an easy-peelable resin composition comprising an adhesive component and a component for cohesion failure, said the sealant layer is bondable to a surface of the bag by heat sealing, and when the surface of the bag bonded to the sealant layer by heat sealing is peeled from the sealant layer, the sealant layer is broken.